

# RETAIL PROMOTION FACT SHEET

LOGO  
*See comments*

Promotion Description: Cambridge B3G1F Carton Promotion - Mega Outlets

Field Dates: November and December 1994

## OBJECTIVE/ALLOCATION RATIONALE:

To generate multi-carton purchases and reward multi-carton consumers of Cambridge by placing this promotion in mega volume accounts. The minimum display size is 50 deals. This will also allow smokers to pantry load Cambridge. This promotion is designed to be placed at retail for a week to 10 days at the beginning of the month to coincide with key consumer pay periods.

Geographic Scope  National  Key Markets/Sections:  Excluded Markets:

- Allocations have been previously forwarded to Region Trade Marketing and are based on potential mega accounts.
- PLEASE NOTE: Under no circumstances should the band be removed from the 4 cartons and product sold separately at a price reduction.
- These deals can be placed on the 200 carton semi-permanent display or merchandised on a store built display. The 200 carton semi-permanent display can be ordered via Midas PF19 (POS#50568). Multiple kits may be ordered into a single mega outlet to meet the needs of higher volume carton sales.

Acct. Specific \_\_\_\_\_

Carton 800+

Pack

Suggested CPW

Suggested CPW

Afro American  Conv.  Drug Stores  Grocery  Hotel/Cigar  Liquor  Mega (800 CPW4)  Supermarkets  
 Asian  Conv. Gas  Gas  Hispanic  Indian (Tax Exempt)  Mass Merch.  Other

Military Participation:  Yes  No

Military Display Quantity: \_\_\_\_\_

PRECON ASSEMBLY:  Yes  No

SLEEVED  BANDED

Participating Brand Styles:  Family (S/R Discretion)  Packing Specific

Sleeve UPC #: \_\_\_\_\_

85s: \_\_\_\_\_

100s: \_\_\_\_\_

85s: \_\_\_\_\_

100s: \_\_\_\_\_

## PRODUCT REQUIREMENTS:

Product Discount \$ \_\_\_\_\_

Case Size:  6M  12M

Product 85s: \_\_\_\_\_

Weight: \_\_\_\_\_ Tie: \_\_\_\_\_ High: \_\_\_\_\_

Case Cube 100s: \_\_\_\_\_

Soft 85s: \_\_\_\_\_ 85s: \_\_\_\_\_ 85s: \_\_\_\_\_

Dimensions: 85s: \_\_\_\_\_

100s: \_\_\_\_\_ 100s: \_\_\_\_\_ 100s: \_\_\_\_\_

100s: \_\_\_\_\_

Box 85s: \_\_\_\_\_ 85s: \_\_\_\_\_ 85s: \_\_\_\_\_

100s: \_\_\_\_\_

100s: \_\_\_\_\_ 100s: \_\_\_\_\_

## PRODUCT HANDLING, HAND STAMPING AND TAX ALLOWANCES:

Handling Allowance:  Yes  No \_\_\_\_\_

Off Invoice:  Yes  No

Hand Stamping:  Yes  No \_\_\_\_\_

Off Invoice:  Yes  No

REFER TO THE PROMO-TAX ORDER ENTRY SYSTEM FOR ORDERING AND TAX ALLOWANCES

## PRODUCT ORDERING:

Product Order Period: \_\_\_\_\_

Product Delivery Dates: \_\_\_\_\_

2041343639

## POS ORDERING INFORMATION:

### PMExpress Kit

#### 50 Deal Kit

##### Kit Components:

1 Poster

1 Shelf Talker

50 Carton Wraps

1 Semi Perm Header

PMExpress Display Kit #:

01305

Kit Order Dates: (From-To)

8/15/94-12/16/94

Kit available in Field:

10/17/94-12/30/94

POS #: (For Field

MIDAS Allocation only)

76683

MIDAS P/F:

1

### PMExpress Kit Dimensions

Length: 10"

Width: 36"

Height: 1"

Weight: 4 lbs.

(EXCLUDES PRODUCT)

### Assembled Display

Depth: N/A

Width:

Height:

UPC Code:

# Deals/Display: 50

# Deals/Back Up: 0

# Product Ctns: 150 revenue cartons

## PAYMENTS:

<u>Display/Item</u>	<u>Payment To (Retailer/Distributor)</u>	<u>Promo Code</u>	<u>Payment</u>
Distributor Assembly	Distributor	820	\$12/12M Case
Gratis Carton	Retailer/Wholesaler	013F	Wholesale Cost Only

MEDIA SUPPORT:  Yes  No Media Advertisement Only  Media Advertisement and Offer  \*  
\* Offer      Vehicle      Circ.      Value      UPC #

Coupon

\_\_\_\_\_

Product Offer

\_\_\_\_\_

Incentive

\_\_\_\_\_

Sweepstakes

\_\_\_\_\_

Other

\_\_\_\_\_

2041343640